

ORDER



KSNV

Orders	Order / Rev:	105163	Alt Order #:	06838638
	Product Desc:	NRCC IE 2012		
	Estimate:	2958		
	Flight Dates:	09/28/12 - 10/04/12		
	Original Date / Rev:	08/06/12 / 10/05/12		
	Order Type:	GENERAL		
	Primary AE:	Amy McCreary		
	Sales Office:	BLPHI		
	Sales Region:	National		
Agency	Name:	National Media, Inc.		
	Buying Contact:			
	Billing Contact:	815 Slaters Ln. Alexandria, VA 22314		
	Billing Type:	Cash		
	Billing Calendar:	Broadcast		
	Billing Cycle:	EOM/EOC		
	Agency Commission:	15%		
Advertiser	Name:	NRCC-IE -Revised		
	Demographic:	A35+		
	Product Codes:	PLI2		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN		
	New Business Thru:			
	Order Separation:	00:05:00		
	Advertiser External ID:			
	Agency External ID:			

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	52	\$55,550.00	\$47,217.50
10/01/12	10/04/12	98	\$97,600.00	\$82,960.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	52	\$55,550.00	\$47,217.50	0.00
October 2012	98	\$97,600.00	\$82,960.00	0.00
Totals	150	\$153,150.00	\$130,177.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$153,150.00
Market	100%	\$413,918.92

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$91,062.16
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$62,087.84
KTUD	0%	\$0.00
KVVU	22%	\$91,062.16
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$16,556.76

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w/Wagners	5-6a	-----F--	:30	2	\$325.001	0.00	NM		2	\$650.00	

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 105163
Alt Order #: 06838638
Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE
Product Desc: NRCC IE 2012
Estimate: 2958

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w/WagM	5-6a		-----F--	:30	2	\$325.001	0.00	NM		2	\$650.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----F--	2	\$325.00	0.00																					
E 2	KSNV	10/01/12	10/04/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWT---	:30	8	\$450.001	0.00	NM		8	\$3,600.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	MTWT---	8	\$450.00	0.00																					
E 3	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/WagM	6-7a		-----F--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00											
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E 4	KSNV	10/01/12	10/04/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWT---	:30	8	\$1,000.001	0.00	NM		8	\$8,000.00											
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Week: 10/01/12	10/07/12	MTWT---	8	\$1,000.00	0.00																					
E 5	KSNV	10/01/12	10/04/12	Today Show	CM	658a-9am	MTWT---	:30	8	\$1,500.001	0.00	NM		8	\$12,000.00											
Today Show																										
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Week: 10/01/12	10/07/12	MTWT---	8	\$1,500.00	0.00																					
E 6	KSNV	09/28/12	09/28/12	Today Show	CM	658a-9am	-----F--	:30	2	\$1,500.001	0.00	NM		2	\$3,000.00											
Today Show																										
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Week: 09/24/12	09/30/12	-----F--	2	\$1,500.00	0.00																					
E 9	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUND&M	6a-7a		-----S	:30	2	\$325.001	0.00	NM		2	\$650.00											
News 3 Sunrise SUNDAY																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----S	2	\$325.00	0.00																					
E 10	KSNV	09/30/12	09/30/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$625.001	0.00	NM		2	\$1,250.00											
Sunday Today																										
SUN TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----S	2	\$625.00	0.00																					
E 11	KSNV	09/28/12	09/28/12	M-F Today Show II 3rd H&M	9-10a		-----F--	:30	2	\$750.001	0.00	NM		2	\$1,500.00											
M-F Today Show II																										
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Week: 09/24/12	09/30/12	-----F--	2	\$750.00	0.00																					
E 12	KSNV	10/01/12	10/04/12	M-F Today Show II 3rd H&M	9-10a		MTWT---	:30	8	\$750.001	0.00	NM		8	\$6,000.00											
M-F Today Show II																										
TODAY SHOW II																										
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Week: 10/01/12	10/07/12	MTWT---	8	\$750.00	0.00																					
E 13	KSNV	10/01/12	10/04/12	M-F Today Show III 4th H&M	10am-11am		MTWT---	:30	8	\$325.001	0.00	NM		8	\$2,600.00											
Today 4th Hour																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	MTWT---	8	\$325.00	0.00																					
E 14	KSNV	09/28/12	09/28/12	M-F Today Show III 4th H&M	10am-11am		-----F--	:30	2	\$325.001	0.00	NM		2	\$650.00											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----F--	2	\$325.00	0.00																					
E 15	KSNV	10/01/12	10/04/12		CM	11am-12pm	MTWT---	:30	8	\$325.001	0.00	NM		8	\$2,600.00											

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Product Desc: NRCC IE 2012
Estimate: 2958

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Product Desc: NRCC IE 2012
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 26	KSNV	10/01/12	10/04/12	Face to Face/Ralston Rep CM		730-758pm	MT-T---	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
J RALSTON															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 MT-T--- 4 \$900.00 0.00															
E 27	KSNV	10/01/12	10/01/12	Mon PR 8-10p CM		8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 M----- 1 \$4,000.00 0.00															
E 28	KSNV	10/01/12	10/01/12	Mon PR 10-11p CM		10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
REVOLUTION															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 M----- 1 \$3,200.00 0.00															
E 29	KSNV	10/02/12	10/02/12	Tues PR 8-9p CM		8-9pm	-T-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00
THE VOICE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 -T----- 2 \$4,000.00 0.00															
E 30	KSNV	10/03/12	10/03/12	SIGN ON-SIGN OFF CM		5a-459a	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
CHICAGO FIRE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 --W---- 1 \$3,200.00 0.00															
E 31	KSNV	09/28/12	09/28/12	Fri PR 9-10p CM		9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 ----F-- 1 \$2,600.00 0.00															
E 32	KSNV	09/30/12	09/30/12	NFL Pre-Game / FNA CM		1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
FTBL NIGHT IN AMERICA															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -----S 1 \$2,400.00 0.00															
E 33	KSNV	09/30/12	09/30/12	NFL Football CM		1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
SUN NIGHT FTBL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -----S 1 \$10,000.00 0.00															
E 34	KSNV	09/30/12	09/30/12	News 3 Live in Prime CM		7-10pm	-----S	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -----S 2 \$1,800.00 0.00															
E 35	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven CM		11pm-1135pm	-----F--	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -----F-- 1 \$1,100.00 0.00															
E 36	KSNV	10/01/12	10/04/12	M-F News 3 at Eleven CM		11pm-1135pm	MTWT---	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12 10/07/12 MTWT--- 4 \$1,200.00 0.00															
E 37	KSNV	09/29/12	09/30/12	Sa-Su News 3 at Eleven CM		11pm-1135pm	-----SS	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
NEWS 2X/DAY															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12 09/30/12 -----SS 4 \$1,100.00 0.00															
E 38	KSNV	09/28/12	09/28/12	CM		1135p-1237a	-----F--	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00

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The Tonight Show															
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		2			\$750.00			0.00			
E 39	KSNV	10/01/12	10/04/12	The Tonight Show	CM	1135p-1237a	MTWT---	:30	8	\$750.001	0.00	NM		8	\$6,000.00
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---		8			\$750.00			0.00			
E 40	KSNV	09/28/12	09/28/12	Late Night w/Fallon	CM	1237a-136am	----F--	:30	2	\$225.001	0.00	NM		2	\$450.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----F--		2			\$225.00			0.00			
E 41	KSNV	10/01/12	10/04/12	Late Night w/Fallon	CM	1237a-136am	MTWT---	:30	8	\$250.001	0.00	NM		8	\$2,000.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---		8			\$250.00			0.00			
E 42	KSNV	09/29/12	09/29/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	3	\$1,400.001	0.00	NM		3	\$4,200.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		3			\$1,400.00			0.00			
E 43	KSNV	09/30/12	09/30/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN-----S		:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
Jeopardy in Prime															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1			\$1,200.00			0.00			
E 44	KSNV	09/30/12	09/30/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.001	0.00	NM		1	\$400.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1			\$400.00			0.00			
N 45	KSNV	09/29/12	09/29/12	Sat PR 9-10p	CM	9-10pm	-----S-	:30	1	\$1,500.001	0.00	NM		0	\$0.00
Saturday Prime 9-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1			\$1,500.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/24/12-09/30/12	Sat PR 9-10p		9-10pm				-----Sa--	:30	(\$1,500.00)	0.00	NM		
Credited [CREDIT]															
N 46	KSNV	10/04/12	10/04/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.001	0.00	NM		1	\$3,200.00
Thursday Prime 9-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1			\$3,200.00			0.00			
		<u>Totals</u>												150	\$153,150.00